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DSC-W180/B

Cyber-shot® Digital Still Camera

NEW

Sony's Cyber-shot® DSC-W180 brings you a variety of intelligent features in a compact, easy-to-use design. Smile Shutter™ technology Face Detection technology automatically detects up to eight faces and optimizes focus and exposure settings.

- 10.1 megapixel Super HAD™ CCD Image Sensor
  A powerful 10.1 megapixel 1/2.3" Super HAD™ CCD image sensor helps you capture gorgeous images with superb contrast and clarity down to the finest detail. With 10.1 megapixels, you can create stunning prints up to A3 size, or crop your images and still come away with high resolution shots.
- 3x Optical Zoom Lens:
  3x optical zoom lens captures sharp images, even from a distance, and enables close-up shooting up to just under 2" (5cm) from the subject.
- 2.7" LCD display (230K pixels):
  A large 2.7" (230K pixels) LCD[1] display features sharp, natural color that makes it easy to compose shots, read menus, and view photos.
- Colors Available:
  Available in silver, black, and red
- Smile Shutter™ :
  Smile Shutter™ technology captures a smile the moment it happens. Simply choose the Smile Shutter™ button and the camera does the rest. You can also select subject priority and indicate the degree of Smile Detection Sensitivity.
- Face Detection Technology:
  Face Detection technology detects up to eight individual faces and adjusts flash, focus and exposure to deliver crisp, properly lit images of family and friends.
- SteadyShot™ Digital Image Stabilization:
  Optical SteadyShot™ digital image stabilization compensates for camera shake and helps prevent blur by capturing two photos at high shutter speeds and combining them into a single clear image.[3]
- Scene Selection modes:
  Choose from seven convenient Scene Selection modes to quickly adjust for specific shooting conditions, including High Sensitivity, Twilight, Twilight Portrait, Landscape, Soft Snap, Snow, and Beach.
- High Sensitivity Mode (ISO 3200):
  High ISO allows for faster shutter speed, so you can take photos indoors or in low light without the need for a flash. In addition to High Sensitivity Mode (ISO), you can select up to seven ISO settings (Auto, 100, 200, 400, 800, 1600, 3200) when shooting in Program Auto Mode to adjust sensitivity to your shooting conditions.
- Histogram Display:
  Histogram display gives you more control over your images with the ability to optimize exposure adjustments for better detail in both light and dark areas of a photo.
- Function Guide:
  This beginner-friendly optional function helps navigate through the various functions and settings displaying the description of chosen functions or settings on the LCD screen.
- Lithium-ion battery:
  Included lithium-ion battery provides added convenience with longer lasting power than alkaline batteries.
- In-Camera Retouching Tools:
  Retouch and enhance your photos on the go with in-camera Trimming and Red-Eye Correction functions.
- Multi-purpose Resize Function:
  The Multi-purpose Resize function lets you change the aspect ratio of an image right in the camera from 4:3 to 16:9.
- Picture Motion Browser ver. 4.2.01:
  Sony® PMB (Picture Motion Browser) PC software[2] provides a simple, easy-to-use way to transfer video and still images to your PC, as well as sort, edit, and output to data disc and the Web (PC with internet connection required). Finding your images with PMB is easy with Calendar view and Face Search. Face Search allows you to filter by faces (one or many) and also a specific person's face. Share images and videos on popular sharing sites with Media Services function.

Face Detection

ISO High sensitivity ISO 3200

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Specifications

Convenience Features

Power Save Mode: Yes (after approx. 3 min. of inactivity)
Date/Time Stamp: Available in the included PMB software.
Media/Battery Indicator: Yes
Red-Eye Reduction: Auto / On / Off
Erase/Protect: No

LCD Display

Histogram: Yes
LCD Type: 2.7" LCD[1] (230K Pixels)

Flash

Flash Coverage: ISO Auto: Approx.0.5 - Approx.3.0m(Approx. .16' - Approx. 9.84')(W) / Approx.0.5 - Approx.1.5m (Approx. .16'- Approx.4.92') (T),
ISO3200: up to Approx. 6.0 m(Approx. 19.69') (W) / Approx. 3.0 m (Approx. 9.84')(T)
Flash Modes: Auto / Flash On / Slow Syncro / Flash Off

Viewfinder

Type: No

Optics/Lens

Aperture: Auto(F2.5 / F5.1(W), 2 steps) / Program Auto(F2.5 / F5.1(W), 2 steps)
Smart Zoom® Technology: 5M:Approx.4.2x (Total),
3M:Approx.5.3x(Total),
VGA:Approx.17x(Total),
16:9(2M):Approx.5.7x(Total)
Digital Zoom: Smart Zoom / Precision Digital Zoom / Off
Optical Zoom: 3x
Macro Mode: Auto Macro / Macro On
Total Zoom: 6x
Focal Length (35mm equivalent): 6.2-18.6mm
Lens Construction: 6 elements in 5 groups (including 2 aspheric elements)

Power

Battery Type: Lithium-Ion NP-BK1
Battery Capacity: Approx. 145 minutes / Approx. 290 images

Software

Supplied Software: Windows: Picture Motion Browser Vers 4.2.01 (Mac not supported)
Operating System Compatibility: Microsoft® Windows® 2000 Professional SP4, XP SP3, or Windows Vista™ SP1; Macintosh® OS 9.1/9.2/OS X (10.1-10.5)

Advanced Features

Image Stabilization: Digital
In-Camera Editing: Trimming, Red Eye Correction
Face Detection: Yes - 8 faces (adjusts flash, focus, exposure)

Drive System

Burst Mode: Approx. 1 fps(Maximum 100 shots)
Drive Mode: Normal, Burst
Self-timer: Yes (10 seconds, 2 seconds, Off)
Shutter Speeds: Auto(1/8 - 1/2,000) / Program Auto(1" - 1/2,000)

Interface

PictBridge Compatible: Yes
SD Output: Dedicated A/V Cable & Designated USB Cable
USB Port(s): Yes -supports USB 2.0

Imaging Sensor

Imaging Sensor: 1/2.3 type(7.79 mm) Super HAD™ CCD

Exposure System

D-Range Optimizer: No
ISO: Auto / 100 / 200 / 400 / 800 / 1600 / 3200
Metering: Yes
Scene Mode(s): Auto / Easy / Program Auto / High Sensitivity / Twilight / Twilight Portrait / Soft Snap / Landscape / Beach / Snow
White Balance Mode: Auto / Daylight / Cloudy / Fluorescent 1 / Fluorescent 2 / Fluorescent 3 / Incandescent / Flash
Creative Style: Normal / Sepia / B&W

Recording

Media Type: 12MB internal Flash Memory, optional Memory Stick Duo™ Media, optional Memory Stick PRO Duo™ Media.
Microphone/Speaker: Mono / Mono
Still Image Max Effective Resolution: 10.1MP
Video Resolution: 320(QVGA, 320 x 240, Approx.30fps)

Focus Control

AF Illuminator: No
AF Modes: 9-Area Multi-Point AF, Center AF, Focus Preset (0.5m / 1.0m / 3.0m / 7.0m / Unlimited distance)

Dimensions

Weight: Approx. 3.8oz (108g)
Measurements: W x H x D: 3 5/8" x 2 1/4" x 3/4" (91.0mm x 54.5mm x 18.7mm)

Service and Warranty Information

Limited Warranty Term: Limited 1 Year Parts & Labor

Supplied Accessories

Rechargeable Battery - NP-BK1
Battery Charger - BC-CSK / BC-CSKA
Wrist Strap
Picture Motion Browser
Dedicated A/V Cable
Dedicated USB Cable
CD-ROM
Note: Memory Stick DUO™ Media or adaptors are not included.

Optional Accessories

GPS Unit (GPS-CS3KA)
Soft Carrying Case
Memory Stick PRO Duo™ Media (MS-MT4G)
Memory Stick PRO Duo™ Media (MS-MT8G)
Memory Stick PRO Duo™ Media (MS-MT16G)
Memory Stick PRO-HG Duo™ Media (MS-HX8G)
Memory Stick PRO-HG Duo™ Media (MS-HX16G)
Memory Stick PRO Duo™ Media USB Adaptor (MSAC-US1A, MSAC-US5)

Color: Black
UPC Code: 027242766402

1. Viewable area, measured diagonally.
2. Requires Microsoft Window XP SP3, or Windows Vista SP1. Not supported by Mac OS.
3. Not available in all shooting circumstances. Automatically set to "Off" during movie shooting mode. Automatically fixed to "Off" during Smile Shutter mode. Automatically set to "Off" during shooting with flash.

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